

WHAT IS CLAIMED IS:

1                    1.        A method for providing integrated media presentation, the method  
2 comprising  
3                    broadcasting a television program regarding a contest in which an agent can  
4 participate; and  
5                    providing content over a digital network, wherein the content includes  
6 information to assist the agent in winning the contest.

1                    2.        The method of claim 1, wherein the contest includes determining the  
2 identity of a person.

1                    3.        The method of claim 1, wherein the contest includes contacting a  
2 person.

1                    4.        The method of claim 1, wherein the contest includes capturing a  
2 person.

1                    5.        A method providing an integrated media presentation, the method  
2 comprising  
3                    providing first information about a media event over a first media distribution  
4 mechanism;  
5                    providing second information about a media event over a second media  
6 distribution mechanism, wherein the second information is associated to the first information;  
7 and  
8                    providing for identifying or capturing a runner using at least one of the media  
9 distribution mechanisms.

1                    6.        The method of claim 5, wherein the first media distribution mechanism  
2 includes a television broadcast and wherein the second media distribution mechanism  
3 includes the Internet.

1                   7.     A system comprising:  
2                   a server computer comprising a website, wherein the website contains  
3 information about a runner in a contest;  
4                   a digital network;  
5                   a client computer, wherein the client computer communicates with the server  
6 computer through the digital network;  
7                   a television broadcast network; and  
8                   a television receiving display signals through the television broadcast network  
9 and adapted to display images of the runner as the runner attempts to evade capture by one or  
10 more agents.

1                   8.     The system of claim 7 wherein the digital network is the Internet.

1                   9.     The system of claim 7 wherein the website contains maps of the  
2 runners path of travel.

1                   10.    The system of claim 7 wherein the website contains hints about the  
2 runner's location.

1                   11.    The system of claim 7 wherein the website contains a page for  
2 allowing online agents to share information about the runner's location and a page for  
3 allowing the online agents to enter a location for the runner.

1                   12.    A method comprising:  
2                   providing for a television program that comprises a contest wherein a runner  
3 attempts to evade capture by one or more agents; and  
4                   providing for a website that contains information about the runner.

1                   13.    The method of claim 12 wherein the agents are offline agents, and  
2 wherein the method further comprises:  
3                   providing, through the website, for the ability of an online agent to attempt to  
4 capture the runner by entering a location for the runner.

1                   14.    The method of claim 12 wherein, in the contest, the runner wins a  
2 larger prize if the runner evades capture for a longer period of time.

1                    15.    The method of claim 12 wherein, in the contest, the runner wins a prize  
2 if the runner completes a predetermined number of tasks within a predetermined time.

1                    16.    The method of claim 12 wherein, in the contest, the runner wins a prize  
2 if the runner completes a predetermined number of tasks within a predetermined time, and  
3 wherein the one or more agents win a reward if the one or more agents capture the runner  
4 before the runner completes the predetermined number of tasks.

1                    17.    The method of claim 12 wherein the information about the runner  
2 comprises clues regarding the runner's current location.

1                    18.    The method of claim 12 wherein, in the contest, the runner completes a  
2 predetermined number of tasks within a predetermined period of time, wherein each task is to  
3 be performed at a different geographic location, and wherein the information about the runner  
4 on the website includes information about the tasks completed by the runner.

1                    19.    The method of claim 12 further comprising:  
2                    providing clues about the runner's location or identify to the at least one agent  
3 if the at least one agent solves a puzzle.